

**Industry Projections for the Northwest Wisconsin Workforce Development Area, 2004-2014**  
**(Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn Counties)**

NAICS	Industry Title	2004 Estimated Employment	2014 Projected Employment	2004-2014 Employment Change	2004-2014 Percentage Change
	Total Non-Farm Employment	69,700	76,620	6,920	9.9%
1133, 21, 23	Construction/Mining/Natural Resources	3,610	4,140	530	14.7%
31-33	Manufacturing	12,720	12,560	-160	-1.3%
311	Food Manufacturing	1,600	1,630	30	1.9%
326	Plastics and Rubber Products Manufacturing	1,030	1,120	90	8.7%
333	Machinery Manufacturing	1,510	1,430	-80	-5.3%
42, 44-45	Trade	10,680	11,330	650	6.1%
445	Food and Beverage Stores	2,160	2,270	110	5.1%
48-49, 22	Transportation and Utilities (Including US Postal)	3,610	3,950	340	9.4%
52-53	Financial Activities	2,310	2,540	230	10.0%
61-62	Education and Health Services (Including State and Local Gov Educ and Hosp)	13,540	16,380	2,840	21.0%
621	Ambulatory Health Care Services	2,070	2,930	860	41.5%
623	Nursing and Residential Care Facilities	2,280	2,570	290	12.7%
71-72	Leisure and Hospitality	7,990	9,170	1,180	14.8%
51, 54-56, 81	Information/Prof Services/Other Services	7,160	8,100	940	13.1%
	Government (Excluding US Postal, State and Local Educ and Hosp)	8,080	8,450	370	4.6%

**Notes:**

1. Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment is rounded to the nearest ten. Numbers may not add due to rounding.
2. Employment does not include self-employed or unpaid family workers.
3. An estimate of non-covered employment is included in NAICS 8131(Religious Organizations), but not in any other industries.
4. Government includes tribal owned operations, which are part of Local Government employment.

Information derived using 2004 CES (3/05 Benchmark) and 2004 QCEW data.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy between 2004 and 2014. It is important to note that unanticipated events may affect the accuracy of the projections.

**Source:** Office of Economic Advisors, Wisconsin Department of Workforce Development, August 2006

**Projections Methodology**

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